

P.P. MECH. 2/80

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Source comparative 'tar' and nicotine figures: FTC Report May 1978: Of All  
Brands Sold: Lowest tar: 0.5 mg. 'tar,' 0.05 mg. nicotine av. per cigarette.  
Golden Lights: 8 mg. 'tar,' 0.7 mg. nicotine av. per cigarette by FTC Method.



# Golden Lights<sup>TM</sup> taste astonishes first-time users.

Unbelievable taste from a low tar surprises smokers.  
Many switch to Golden Lights after trying just one pack.

17 MG. TAR 1.0 MG. NIC.	20 MG. TAR 1.3 MG. NIC.	16 MG. TAR 1.1 MG. NIC.	17 MG. TAR 1.4 MG. NIC.	17 MG. TAR 1.2 MG. NIC.	16 MG. TAR 1.1 MG. NIC.	19 MG. TAR 1.3 MG. NIC.	8 MG. TAR 0.7 MG. NIC.

Golden Lights.  
The taste high tar smokers  
want in a low tar.  
(Regular & Menthol)

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